

# COUPON DAY

**The Supreme Value-Giving, Money-Saving Sale of the Entire Month!**

Friday is Coupon Day at Memphis' Greatest Store—the greatest bargain day of the entire season. If you've attended one of these affairs you'll know what to expect—there never was a sale that offered half as many **REAL** money-saving chances. It spells O-P-P-O-R-T-U-N-I-T-Y in big capital letters to those who care to save money.

**Cut Out Coupons of the Items You Wish and Bring Them With You. No Item Sold Without Coupon**

Seventy-two opportunities to save on the most desirable merchandise—seventy-two reasons for being on hand when our doors open Friday. Look over the list—you will not want to miss a single one of these offerings. Don't fail to come. Clip the coupons, bring them with you. **No advertised items sold without coupon. No phone, C.O.D. or mail orders filled and quantities are limited.**

## BRING THIS COUPON WITH YOU

### Women's \$65 Suits \$29.50

Fashionable tailored suits of finest all-wool serges and tricotine in a great style range; strictly tailored models and trimmed effects; all lined with handsome silks; suits worth \$45.00 to \$65.00, in this sale, \$29.50.

(Goldsmith's Third Floor.)

## BRING THIS COUPON WITH YOU

### \$30.00 Skirts for \$13.50

Beautiful new summer separate skirts, attractively styled of fine tricotine, crepe de chine, fancy plaids, fan-tail, etc.; a sample line of skirts that are worth \$20.00 to \$30.00, on sale at \$13.50.

(Goldsmith's Third Floor.)



## BRING THIS COUPON WITH YOU

### \$15.00 Dresses for \$7.50

New spring gingham dresses in smart styles, of fine zephyr gingham in plaids, checks and stripes, in all wanted spring colorings; dresses that are worth \$15.00; in this sale at \$7.50.

(Goldsmith's Third Floor.)

## BRING THIS COUPON WITH YOU

### \$4.50 Skirting Silk \$2.50

3,000 yards fancy skirting silks, such as satin stripes and fancy stripes effects; twills, satins, taffetas, also blue and white, brown and white and black and blue check effects; 36 inches wide; regular \$2.75 to \$4.50 silks, at \$2.50 a yard.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### Four 25c Rolls Toilet Paper 25c

Good grade toilet paper; full 650 sheets to the roll; regular 10c rolls; on sale Coupon Day, 4 rolls for 25c.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### Children's 35c Hose Supporters for 19c

"Buster Brown" hose supporters for children; white or black; all sizes; the ones sold regularly at 25c per pair (not over 2 pairs to one customer), per pair 19c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### 37c Towels for 25c

Heavy weight huck towels; large size, good quality; worth 37c each, on sale Coupon Day (not over one dozen to a customer) per dozen \$3.00.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### \$45.00 to \$65.00 Silk Dresses for \$25.00

One of the most wonderful offerings of the year—beautiful frocks of the highest class; developed from taffetas, novelty silks, and beaded georgettes in the most favored styles for spring and summer; frocks that sold at \$45.00 to \$65.00 for \$25.00.

(Goldsmith's Third Floor.)

## BRING THIS COUPON WITH YOU

### Boys' Reefers \$2.98

Little boys' reefers, in good styles, of all wool serges and novelty mixtures; just the styles mothers are looking for for their little sons for spring wear; just forty of these regular \$7.50 coats to sell Coupon Day at \$2.98.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### \$3.50 Automobile Cushions for \$2.98

Wedge shape automobile cushions, made of extra heavy imitation leather; every driver of an automobile should have one; regular \$3.50 value, on sale Coupon Day at \$2.98.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### Three 10c Cakes Ivory Soap 18c

Ivory soap; full size cakes, worth 10c, on sale Coupon Day only (not over 2 cakes to each customer with a coupon), 3 cakes for 18c.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### 25c Box Bonito Rouge for 19c

"Bonito" rouge, in all shades; the regular 25c box, on sale Coupon Day at 19c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### 29c Towels at 18c

Unbleached bath towels, a good quality; large size; worth 29c each, on sale (limit 6 to a customer), each 18c.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### \$3.50 Traveling Bags for \$1.98

Odd lot traveling bags, with carotol covering on strong frame; 18 and 18 inch sizes; cases worth up to \$3.50, on sale (not over one to a customer), each \$1.98.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### Little Boys' \$3.50 Wash Suits \$1.89

Little boys' wash suits in cunning little "Oliver Twist" style; white blouses with peg-top pants; regular \$3.50 value, on sale at \$1.89.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### Set of Six Iced Tea Glasses 45c

Colonial shape ice tea glasses, made of good clear glass; set of six, worth 75c, on sale Coupon Day, per set 45c.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### \$1.25 Imported Teapots for 83c

Beautiful imported tea pots, artistically decorated in handsome designs; large size, that sell regularly at \$1.25, on sale Coupon Day, 83c.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### 50c Percales for 29c a Yard

Yard wide percales in neat figured designs on light, navy and gray grounds; 50 bolts of regular 50c and 60c percales, on sale (limit 20 yards to a customer), per yard 29c.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### \$4.00 Bolt Long Cloth for \$3.15

200 bolts yard-wide English longcloth; a splendid grade, sold at \$4.00 per bolt, on sale "Coupon Day" at per bolt (limit 3 bolts to a customer), \$3.15.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### \$6.50 Fiber Suit Cases for \$4.48

Black fiber suit cases, with straps around outside and nickel trimmings; the regular \$6.50 bag, on sale at \$4.48.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### Boys' Regular \$15.00 Suits \$8.95

About one hundred boys' suits to sell at \$15.00—light weight Palm Beaches and Koolcloths and medium weight light and dark mixtures; one and two suits of a kind; regular \$15.00 value in this sale at \$8.95.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### \$2.00 Wash Tubs \$1.23

No. 3 washtubs, made of heavy galvanized iron; largest size, worth \$2.00, on sale Coupon Day at \$1.23.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### \$5.00 Wool Jersey Cloth at \$3.50 a Yard

34-inch all wool jersey cloth, so much in demand now for sportswear; a quality sold the country over at \$5.00 per yard, on sale Coupon Day, per yard \$3.50.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### 48c Gingham for 29c a Yard

27-inch dress gingham in attractive plaids, stripes, checks and plain colors; mill ends of regular 48c and 40c grades, in lengths of 2 to 8 yards each (limit 20 yards to a customer), per yard 29c.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### \$2.98 Peerless Sheets for \$2.25

The celebrated "Peerless" seamless bleached sheets, made of best round thread sheeting; with wide hem; size 135x90 inches; the sheets sold at \$2.98, on sale (limit 6 to a customer), \$2.25.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### \$35.00 Dresses \$19.88

Fashioned of high-class materials, including crepe de chine, georgette, tulle, satins, foulards and fancy combinations; embroidered and beaded effects, in all wanted colorings; sizes up to 46; values to \$35.00, at \$19.88.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### Genuine Gold Seal Congoleum, 69c

Genuine "Gold Seal" congoleum in attractive colorings and patterns; highly desirable covering for kitchen, bathroom, etc., on sale Coupon Day (limit 25 yards to a customer), per sq. yd., 69c.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### \$2.00 Set of Iced Teaspoons \$1.43

Silver plated ice tea spoons; the kind that sell for \$2.00 per set of six, on sale Coupon Day, per set of six, \$1.43.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### Men's \$1.50 Athletic Union Suits 89c

Men's athletic union suits, made of satin-stripe muslin; generously cut, well made and perfect fitting; short sleeves or sleeveless styles; sizes 36, 38 and 40 only; suits, worth \$1.50, on sale Coupon Day, per suit, 89c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### \$1.00 Silk Mixed Crepe de Chine 59c

Fine silk mixed crepe de chine in pink, blue, navy, rose, light blue, etc.; yard wide; regular \$1.00 material, on sale, per yard 59c.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### 45c Genuine Indian Head 35c

Genuine Indian Head soft finish; 22 inches wide; the regular 45c quality on sale (limit 20 yards to a customer), per yard 35c.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### \$2.50 Silk Hose at Only \$1.75 a Pair

Women's full fashioned silk hose, of pure thread silk, with lace, cutty tops, double heels and toes; black and white; regular \$2.50 and \$2.50 hose on sale at per pair \$1.75.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### \$1.25 Door Mats 89c

Rubber door mats, that sell regularly at \$1.25, on sale Coupon Day (not over one to a customer), each 89c.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### 69c Confiners for Only 48c

Bust confiners, made of good quality mesh in white and flesh; fasten-back and tape shoulder straps; well-known makes, as "B. & J.", "R. & W.", "L. & W.", sizes 32 to 38; 69c value, Coupon Day, special 48c.

(Goldsmith's Corset Dept., Third Floor.)

## BRING THIS COUPON WITH YOU

### Men's Regular \$1.00 Suspenders 69c

Suspenders, made of good quality lisle webbing in neat stripe effects; with leather ends; regular or extra length; suspenders that sell regularly at \$1.00, on sale Coupon Day, 69c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### 75c White Fiaxon at 37c a Yard

40 to 45-inch fine sheer fiaxon; sheer and heavy weights; with permanent linen finish; grades sold regularly at 75c and 50c per yard, on sale (limit 20 yards to a customer), per yard 37c.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### 65c Table Oil Cloth at 45c a Yd.

24x36 white table oil cloth; the best grade made; to sell at 65c per yard, on sale, per yard 45c.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### 40c Infants' Hose 25c

Infants' fine ribbed hose; beautiful lisle finish; white only; sizes 4 to 6 1/2; regular 40c value, per pair 25c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### 60c Sewing Machine Outfit for 30c

Sewing machine outfit, consisting of one 30c machine, belt, two cubes machine needles for any make machine, one 15c bottle machine oil and one 10c oil can; 60c value, for Coupon Day at 30c.

(Goldsmith's Fifth Floor.)

## BRING THIS COUPON WITH YOU

### 25c New Style Belts for 19c

Narrow patent leather belts, with harness or french buckles; worth 25c, on sale Coupon Day, 19c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### \$2.25 Envelope Chemise \$1.69

Wash silk envelope chemise, made with stretch or button shoulders; lace and cord-trimmed; handsome garments, worth \$2.25, on sale at \$1.69.

(Goldsmith's Third Floor.)

## BRING THIS COUPON WITH YOU

### \$1.25 Yard-Wide White Pique at 79c a Yard

Yard wide white pique fine pattern; with first grade, worth \$1.25 per yard, on sale (limit 15 yards to a customer), per yard 79c.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### \$1.00 Rompers 69c

Rompers for the little folks, made of sturdy grade corded gingham in China blue and plaid effects; with pocket, bib, and shoulder straps; dress-up style; good \$1.00 garments, on sale at 69c.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### \$2.00 Gloves for \$1.19

Women's 16-button length silk gloves; mountaineer style; double tipped fingers; a good value at \$2.00 per pair; on sale Coupon Day at per pair \$1.19.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### Serving Trays 99c

Bluebird serving tray, with beautifully finished frame and good substantial handles; size 15x15-inch; for Coupon Day, 99c.

(Goldsmith's Fifth Floor.)

## BRING THIS COUPON WITH YOU

### Silk "Sun-or-Rain" Umbrellas \$4.98

"Sun-or-Rain" umbrellas, of taffeta silks, in a few colors; black, blue and white; with sturdy frames and ivory handles; special for Coupon Day, \$4.98.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### \$2.50 Bungalow Aprons for \$1.39

Women's bungalow aprons, made of good 3000 percales in neat figured and stripe effects on light and dark grounds; several styles to choose from; (dresser with full skirt \$2.50 and \$3.00 in this sale, \$1.39).

(Goldsmith's Third Floor.)

## BRING THIS COUPON WITH YOU

### \$2.75 Mercerized Napkins at \$1.69 Doz.

18 inch mercerized napkins; neatly hemmed ready for use; the kind sold regularly at \$2.75 per dozen, on sale (limit 12 dozens to a customer), per dozen \$1.69.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### Women's \$2.00 Muslin Gowns for \$1.29

Women's muslin gowns, slip-over style, of good quality muslin and batiste in white and flesh; tailored styles and lace-trimmed; and ribbon trimmed effects; \$2.00 to \$2.25 value (limit 4 to a customer), \$1.29.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### \$1.50 Bag Tops \$1.19

White oxidized metal bag tops; celluloid sides with metal chain; four different styles to choose from; regular \$1.50 value at, each \$1.19.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### 50c Playing Cards 35c

"Bicycle" playing cards, with blue and red backs; regular 50c value, (not over 3 packs to a customer), on sale for 35c.

(Goldsmith's Fifth Floor.)

## BRING THIS COUPON WITH YOU

### Women's Fine 35c Handkerchiefs 19c

Women's Madeira scalloped handkerchiefs, with gray embroidered corners on sheer lawns; 35c value, on sale, each 19c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### \$3.98 House Dresses For Only \$2.85

Women's good gingham house dresses made up in attractive styles; with belt and utility effects; fancy plaids, stripes and plain colors; dresses worth \$3.98, on sale at \$2.85.

(Goldsmith's Third Floor.)

## BRING THIS COUPON WITH YOU

### Women's \$50 Spring Suits for \$35.88

Spring suits that are in-to-the-minute in style; developed from all mod' styles; in cotton, rayon, crepe, etc.; in a good range of styles and colorings; value up to \$50.00, on sale at \$35.88.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### \$1.00 Teddies for 63c

Women's teddies of long-sleeved and main-body, trimmed with lace, embroidery, and ribbon; \$1.00 and \$1.25 values at 63c.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### Up to \$1.50 Vanities at Only 39c a Yd.

Vanities in many different styles and sizes, made of durable ribbons, in pastel colorings; odds and ends of values up to \$1.50, on sale at each 39c.

(Goldsmith's Ribbon Dept., Main Floor.)

## BRING THIS COUPON WITH YOU

### 65c Curtain Net at 49c a Yard

Net curtain nets in beautiful designs in white and navy; regular 65c material on sale Coupon Day, per yard 49c.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### 5c Laces for 3c Yd.

3,000 yards wash laces, including val. clonies, torchons, etc.; slightly soiled from handling; 5c kinds, per yard 3c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### 35c Guest Towels, Stamped, 19c Each

Dainty guest towels of good quality 3-ply, stamped in neat designs for embroidery; regular 35c value, on sale Coupon Day, (limit 2 to a customer), each 19c.

(Goldsmith's Art Dept., Main Floor.)

## BRING THIS COUPON WITH YOU

### \$4.00 Smocks \$1.88

18 inch smocks for men, with white shirt, made of white cloth, rayon, etc.; trimmed with touches of hand embroidery; sizes 34 to 44; value up to \$4.00, on sale at \$1.88.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### Men's \$3 Shirts \$1.95

Men's high-class shirts of madras and percale in neat stripe effects in all desired colors; soft and stiff cuff styles; sizes 14 to 22; regular \$3.00 to \$4.00 values at \$1.95.

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### Boys' Blouses 59c

Boys' blouses, made of good grade percales in neat stripe effects in all desired colorings; short collars and short sleeves; on sale at 59c.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### 55c Curtain Marquisette 43c

Extra quality marquisette in ecru and ivory; 40 inches wide; a regular 55c value on sale at, per yard 43c.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### Women's Neckwear Up To 50c Values 10c

Women's dainty collars of organdie, nets, laces and piques; white and colors; formerly worth up to 50c, on sale, each 10c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### 50c Pearl Earrings at Only 19c a Pair

Pearl earrings, of fine large pearls, with dependable screws; regular 50c value, on sale Coupon Day (not over one pair to a customer), per pair 19c.

(Goldsmith's Main Floor.)

## BRING THIS COUPON WITH YOU

### Children's \$8.00 Dresses at \$4.88

Misses' and children's white dresses of organdie, cotton and batiste in plain and fancy effects; lace and embroidery trimmings; most of them with white satin ribbon waist; sizes 10 to 14 years; (little dresses worth \$8.00, on sale at \$4.88).

(Goldsmith's Basement.)

## BRING THIS COUPON WITH YOU

### \$35.00 Dresses \$18.95

A maker's sample line including taffetas, georgettes, flowered and printed georgettes, and fancy combinations; a great variety of styles; dresses that sell regularly at \$35.00 to \$45.00 in this sale at \$18.95.

(Goldsmith's Third Floor.)

## BRING THIS COUPON WITH YOU

### Odd Lot Coats at \$1.95

"Knockout" summer coats for boys—about sixty in the lot—well made, skeleton lined, sizes for large boys or small men; coats left from our last year's summer suits, but in good style; unusual values at \$1.95.

(Goldsmith's Second Floor.)

## BRING THIS COUPON WITH YOU

### \$2.75 Curtains \$2.39

Net curtains in handsome designs suitable for living room or bedroom; 2 1/2 yards long; regular \$2.75 value, per pair \$2.39.

(Goldsmith's Fourth Floor.)

## BRING THIS COUPON WITH YOU

### "Dyanshine"

The lasting shine—makes old shoes like new; comes in black or brown; the best shoe